

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

January 1980

Volume 10, No. 1

IS SKIING HAZARDOUS?

For decades, ski operators and enthusiasts heralded skiing as a glittering, romantic and safe way to spend a day outdoors. But as the sport grew, so did the number of skiers who wound up under an x-ray machine. According to an AP news release quoting the National Ski Area Association, the association is taking steps to inform the public of the hazards involved, especially those skiers with little experience in the sport. Signs are being erected at many ski sites warning participants of the potential dangers of everything but breathing.

Professional industrial recreation directors have long ago listed skiing as a high-risk activity and have been very much concerned that ample instruction and safe practices were strictly enforced. Even then, there were enough broken bones to declare it a high-risk activity. Some directors optioned to advise employees of outside-of-industry ski clubs they should join if interested in the sport. The responsibility for participation in high-risk activities must be placed upon the individual, and we have heard that some industrial ski clubs require personal event insurance policies be obtained before taking to the slopes. The question remains, just how much precaution should be exercised and to what extent the association or company may be involved in injury claims. For certain, there is time off the job when employees encounter accidents.

HUMAN RESOURCES--A PRIME FACTOR IN BUSINESS AND INDUSTRY

Hay Associates Management Consultants recently published a management memo concerning the new job of planning and human resources. They recommend a carefully selected expert in both strategic planning and human resources with a vice president position be listed in the industries' organization tables. They advocate the planner help decide what management strategies will be, the human resources to be concerned and how those strategies will be managed. Without the support of the human resources manager, planning is wasted, because no strategy will succeed if it can't be effectively directed and managed.

There is a definite trend toward closer relationships between the products and services sold and those who help to make it all possible to sell. For many a year, the professional employee services director and employee recreation administrator have seen this light burning at the end of the production tunnel. We are delighted that industrial officialism is beginning to see the same light.

PERFORMING ARTS INCREASE

Not only are the performing arts on an increase, but all forms of arts and crafts are becoming more popular. This element of recreation provides alternatives to sports and athletic-related programs. It serves a larger portion of employees than most other forms of recreation and reaches not only the employees but also families of employees as well. Theatre, dance, music, painting, crafts, choruses, opera, designing, drawing, writing and speaking are some of the areas to create new programs or further develop those you may be offering. Annual festivals, shows, contests and exhibits can further increase interest and participation in addition to rounding out a fine calendar of events.

TRENDS IN EMPLOYEE SERVICES AND RECREATION

All forms of industrial recreation and services have up and down cycles. In one year or time, dances may be the most popular socializing activity while tennis zooms to a high sports participation level. We have noted the drop in one activity over another. At this period of time, we see handball, racquetball, jogging, roller skating and soccer attracting considerable participation while tennis, skateboards, baseball and basketball are on a decline. Socializing activities such as entertaining at home, dinner parties, formal events and cultural activities are on the increase in popularity. Health clubs and spas, backyard pools, whirlpools, hot baths and saunas are attracting a sizeable group of participants.

A considerable amount of publicity is being beamed toward health habits with an increase in health foods, less smoking, more attention given the healthy clean look and keeping slim and trim. This has sparked a revived interest in more formal wearing apparel and a retreat from sloppy casuals. There's a decided turn in music appreciation especially the desire for more melody and less beat. Special interest hobbies such as antiques, furniture refinishing, photography, tape recording, tropical fish, stamp and coin collections are showing great interest. Educational opportunities to learn more leisure time activities and skills are booming. Services such as company product sales to employees and discount amusement and merchandise offers are high on the want list and doing well.

For further trends in this field, see the December/January 1980 issue of RECREATION MANAGEMENT Magazine, pp 5-11 for an excerpt from the NIRA textbook "An Introduction to Industrial Recreation: Employee Activities and Services".

OUR GANG CONCERT

An hour of songs and music, talented mimics, pantomime or the real thing all are a display of showmanship from within the employee group. Music is one of the most popular recreational interests. Give this recreation media an opportunity to surface. Program activities such as an Our Gang Music Roundup, Stereo Serenades, Tape Tactics, Mixed Chorus, Barbershop Quartets, Toy Instrument Orchestra, Employee Orchestra, Employee Band, musicals, Country Music Jamboree, Jazz Sessions, Harmonica Orchestra, musical acts, Sing-a-Longs, combos, "Guess That Tune", Ukulele Orchestra, ethnic music, popular tunes of the century, music about cities and places, music for dancing, demonstrative action sing-a-longs and more. When we brainstorm all the possibilities, we can conceive a wide range of music.

IT'S A TWO-WAY PROPOSITION WHEN OFFERING DISCOUNTS

Employee services directors cannot expect to receive or continue to receive discounts for their employees without reciprocating with promotion media. Suppliers and promoters offering discount merchandise, services or admissions are entitled to sufficient in-house publicity to justify the discounts given. Smart promoters will require copies of all printed promotional pieces issued by the employee services department and any other type promotional information that can justify the arrangements he or she has made with a company to his or her management.

Promoters are merely bartering discounts for publicity and will keep an accurate record of the return they receive for each proposition they offer. It, therefore, behooves the director of employee services to carry out his or her end of the bargain and give ample promotion. Companies should not expect any more consideration for the discounts they receive than the amount of publicity they are willing to give.

PHYSICAL FITNESS AND SELF DISCIPLINE

Much of self discipline strain that is required in physical fitness programs can be lessened through the introduction of contests, play, games, competition and companionship. Greater individual attention given participants from the social aspects of the program would be helpful. The attraction and retention of participants is most important to keep the program progressing. For the most part, individuals seek or are attracted to the program to improve their own attraction be it strength or beauty and appearance, and this may well outweigh the fears of deterioration of their health. However, all factors that keep one's interest alive in the program must be understood and constantly promoted by those in charge.

Commercial health spas seem to be more alert by emphasizing the self improvement benefits and appealing to the reflection of appearance and stature that would be forthcoming through their programs. They give considerable attention to the buddy system, always seeking a team of two involvement in their activities.

INVITE THE FAMILY

The more employee family events held, the more interest will be forthcoming resulting in greater attendances. The appreciation factor is always high, resulting in a far better employee relations concept. Bringing the families of employees into the realm of industrial recreational programming pays off in numerous ways. Allowing a restricted number of guests per employee also has an ego element that is profitable to the event, the association and the company. There is great value in being exclusive and restrictive. What is difficult to obtain is what often is most desired. Each event sells the next event, and a sell-out provides the best promotion for future activities.

SEEKING VOLUNTEERS

Asking for volunteers is far less effective than obtaining them through the selection process. To be personally called upon to do a specific job and told you have been selected because of talent, leadership, etc. gets better results. To assure those selected that guidance and help will be given when required shores up willingness to accept assignments. Once the volunteer accepts the responsibility, recognition and opportunity for public praise or awards must be prevalent to encourage more volunteer involvement. Opportunities to advance in the volunteer category of assignments sets goals to achieve and actually becomes a training area for leadership. It also provides more recognition and should be considered when positions within the company become available.

VISITATION EVENTS

There are many interesting areas within a community to visit. Arrangements can be made with local merchants and professional groups for visits and programs. Universities and colleges can provide excellent exhibits and programs for adult groups. Commercial sports and physical fitness centers would be delighted to have visiting groups and would make special arrangements. Parks and municipal recreation departments should also be contacted.

Many government agencies would be willing to have such groups tour their facilities. You can always count on the curiosity of people. They could do many of these things themselves but there is no equal to being a part of a group making the visit. A group always gets more attention and is much more welcomed and often better handled.

RENTING YOUR FACILITIES

When you rent your facilities to public groups or allow them to use the facilities at no cost, consider the liabilities. When accidents occur on your property, what protection do you have from lawsuits? In some situations, exculpation clauses in a release agreement with the renter or user group may have considerable consideration in court. It also has a definite effect upon the attitude taken by such groups when a liability problem arises. Check with your legal department or law firm to provide the counseling and type agreements required or that are receiving legal consideration in your state. One NIRA company using such a release agreement form has found it most beneficial.

WINTERTIME INDOOR ACTIVITY

Now is the time to offer preparedness programs to get ready for boating, fishing, etc. It's a time when instruction and help is given sharpening fish hooks, oiling casting reels, making flies, repairing life jackets and repairing and varnishing skis. There are many more to add, such as outdoor cooking instruction and sharpening the steak knives, repairing grills, and so on.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

February 1980

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RACQUETBALL--BETTER THAN JOGGING--MORE POPULAR THAN EVER

Jogging is exercise. Racquetball is athletic and fun. It can be a means to control body weight because of the high caloric expenditure required in the playing of the game. In 1970, there were approximately 50,000 people playing racquetball. In 1975, there were 1.4 million playing, and the latest figures show that more than 6 million people are currently involved.

Remember when bowling alleys were being built on every vacant lot? Now we are seeing racquetball courts springing up in the same way. Like bowling alleys, those getting into the business late are faced with stiff competition from the more deluxe facilities. As a result of this boom, special rates, discounts and extras for the group participants are often possible. And, there's more in the offering than just court space. Nurseries, snack bars, health spas, gift shops and pro shops selling equipment and sportswear are among the most popular extra features.

Currently there are about 200 racquetball clubs built annually. The popularity of this sport is expected to maintain a steady growth for about four more years when it is likely to peak out.

The racquetball facilities of today will need to offer a variety of activities if they expect to keep solvent. It is a forerunner to the need and creation of a working man's country club. Where there are industrial recreation facilities, the working man's club is already established, however, the facility must meet the family needs and expectations or it, too, will peak out.

BUILDING THE INDUSTRIAL FAMILY CIRCLE

The recreation and employee services sector of Personnel is probably the only source by which a comradeship can be developed within industry between all levels of employees.

In industry, everyone answers to someone else. Therefore, everyone, including management personnel, must accept the fact that they are employees and have an obligation to face. So often those of us in the management-employee category spend so much time quarrelling with other employees that we fail to hear what they had to say.

We all are, therefore, one industrial family circle, and like one family circle at home, we must cooperate, be considerate, share and strive to help each other. We should listen to one another's problems and be interested in giving a hand, a word of encouragement and support wherever and whenever the need arises.

When we do these things, we have built a foundation that will support our goals and objectives. And the best way to accomplish this task is through the employee association supported and guided by management.

KISS ME -- I'M IRISH PARTY

A St. Pat's Party is always fun. Irish jigs, jokes, music and song. Around the room parade to the Blarney Stone for a wish and a kiss. Maggie and Jigg corn-beef and cabbage is the menu headliner and everyone samples the Irish coffee and leprechaun punch. Special gatherings of the clan -- the O'Reillys, O'Malleys, Fergusons and McGuires are seated in accordance to their ancestors' country in Ireland. There's a toasting feat and a whistler's contest and to the best Irish tenor goes the Golden Voice of Ireland plaque. To be sure, there's a wake for poor old Pat that comes alive for he never died -- just passed out.

AN EMPLOYEE NEWSPAPER IS ...

... one of the best printed communications methods management has to reach their people and families. The newspaper may have various formats -- printed, offset, glossy paper, newsprint, full sheet, half sheet, four-page or more. The important factor is that the news be properly edited for employee readership. It is almost impossible to have an effective newspaper that tries to serve every readership such as a publication endeavoring to reach customers, stock holders, employees and the community all in one paper. Each readership must be handled separately in a different format and composition. A well edited employee publication can promote a sense of unity within the company. It can enlighten employees about economic, production and benefits matters. It can apprise people about positive social and community activities the company is involved in. It can also serve as a collective management voice in political matters. This alone is very significant in a time when so much damaging anti-business legislation and sentiment prevails. However, the in-house publications attraction-getter is always stories and comments by and about fellow employees. Almost everyone appreciates recognition and publicity and this is a media that can most effectively offer it. Add to this notices of the recreational events and employee services offers and your publication becomes an instrument to further build good employee relations. NIRA would very much appreciate receiving copies of your company's newsletters to keep on top of programs being offered by all of our member companies.

DISCO DEVIATIONS -- DDT PARTY

Something new for the programmer might be a "Disco Deviations Theme Party" with group participation in disco dancing and exercise routines conducted by an MC

instructor. Refreshments, decorations and lighting to create the disco atmosphere and admission tickets designed as travel tickets on the Disco Dance Transit can carry out the theme. How about a decorated van or tractor with trailer that meets the participants at the parking lot and transports them to the DDT Party place? Give the planning committee this idea gem and let them brainstorm the project adding their own ideas to increase promotional attractions.

WHO SHOULD GET THE TOP AWARDS AND RECOGNITION?

There is no doubt that in industrial recreation the one major objective is to discover and nurture leadership abilities. This can be best accomplished through guidance and recognition given for organizational and leadership development. We should credit the organizers and outstanding leaders over all other segments of industrial recreation endeavors. These are the people who will build your programs and most likely be future supervisors and managers within the company. The recreational programs can serve best when they benefit both employee and employer in leadership and management training. Remember, no program or business can be successful without these acquired skills learned best through practical experience.

EMPLOYEE DISCOUNT PROGRAMS

Have no fear that all levels of employees are interested in saving a buck. Wherever an employee discount program is introduced, there often is the same percentage of supervisors and top management personnel interested and sometimes more so than the line workers. This could very well be an indicator that those who are selected as managers at the workplace are also good managers of their personal finances. And don't feel embarrassed about receiving discounts. The promotion or advertising values given for the discounts usually are worth far more in advertising dollars than the total amount of discounts received by any one association.

INFLATION AND TRAVEL

The higher and higher cost of recreation facilities, equipment and services will cause employees to seek more industrial recreational benefits. Gasoline prices and higher transportation costs will begin to reduce the family recreational travel pattern. More in-plant and office programs and activities will surely be welcomed by most employees. More short-distance travel for recreation opportunities will be explored, and as recreation directors, it appears that our busiest days are upon us. We can surely look for recreation facility shortages, especially in metropolitan areas. More and more attention must be given to obtaining our own facilities and then programming them properly.

BANJO BANDS

A trend is afoot in the musical-social circles to form banjo bands that play ragtime, jazz and folk music. Instruction in the art of strumming a banjo is an essential part of the band's interests, for through the consistent teaching program, new members are constantly being added with the hope of forming two bands or more for competitive programming. From the very beginning, the band has more requests to perform than they can usually handle.

NO SUBSTITUTE FOR A SUGGESTION SYSTEM

An employees' suggestion system that is unrestricted and offers awards and recognition has no equal in the employee relations arena. Without a doubt, it serves an important role in increased productivity and savings. The key to its success is how well it is administered and the consideration given by management for ample awards when warranted. The outstanding deterrents for a suggestion system's credibility are delays in processing, installation of the suggestions and recognition given the suggestors.

Most suggestion systems rule out employee complaints and ideas concerning management policies. We feel this is a "cop out" for not wishing to establish a direct communicative link with executives assuming that management may not be interested in their employees' attitudes. If the suggestion system is to be a means to reach upper management, it must have a method established that can bypass subordinate supervision. Far too often the suggestion system is looked upon by first and second line supervision as an irritant that may affect their own credibility with management thereby rewarding the employee for ideas the supervisor believes he or she should have initiated.

PROMOTION COSTS

Promotion of activities represents the largest administrative cost of industrial programs other than salaries paid. Usually 40% of administrative cost can be charged off to promotion and publicity. With ever increasing postal rates, direct mail to the home--a most effective media--suffers the most. Better use of in-house newspapers, flyers and bulletin boards can be made in most companies. More person-to-person promotion will be required as printing costs soar. This can only be achieved by increasing the sales force, the number serving on committees and training in ways and means of person-to-person communications and selling. All programs require promoting to get the most participation. Directors should, therefore, give it the most attention.

HOUSE PLANT GARDEN CLUB

Hardly a home is without some potted plant and the growing enthusiasm for hanging pots with a variety of plants is amazing. There is an opportunity for creating a Potted Plant Club and perhaps an employee greenhouse or plant nursery facility. Special holiday plant sales will help finance the club's programs throughout the year.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

March 1980

Volume 10, No. 3

HOW EFFECTIVE ARE YOUR EMPLOYEE COMMUNICATIONS?

The workplace serves as a central meeting ground for millions of Americans as does the church, the school, a community organization, a fraternal organization or a social club. However, the average employee will be spending more time at the place of employment than any other institutional setting away from home.

Because of this, businesses, plants and offices have an excellent opportunity to disperse information. This, in turn, serves as another educational media as well as a pertinent information and communications source. How well this personnel task is administered depends upon the importance and concern management places upon its improved employee relations and the educational encouragement of the workforce. Where attention is directed toward improved and systematic communications programming, there are far less personnel problems, misunderstandings and damaging rumors evident.

There are many avenues of communications available to management -- bulletin boards, brochures, pamphlets, newsletters, newspapers, magazines, lectures, films, public address systems, home mailings, meetings, posters, displays, signs and, importantly, the recreation association.

CHILDREN'S EASTER EGG HUNT

One delightful family activity is the Children's Easter Egg Hunt. There are a number of ways to plan an activity of this kind, and when combined with a bunny coloring contest or a decorated egg contest, more interest and participation will evolve. Costumed committee personnel can also add color and entertainment to the event. A couple of clowns, some live bunnies to play with or other animals to pet and feed amplifies the entire event.

Egg hunts should be arranged by age groups and prizes should be small. Try hiding plastic eggs with prize slips or foil wrapped candies hidden inside for a special treat. Hot chocolate and cookies can be served as the refreshment, and if it must be held indoors, a bunny puppet show or audience participation contest between age groups singing, acting, yelling or doing the bunny hop could be a source of entertainment. Like all activities of this type, a good master of ceremonies will make the party much more entertaining.

WHEN YOU WANT TO LOCATE A BOOK

If your library does not carry a book you have heard about, call 617/944-8060, a Massachusetts company that specializes in book procurement. If available anywhere, they will secure it for you. All directors of industrial recreation and employee services should order the new NIRA textbook "An Introduction to Industrial Recreation: Employee Services and Activities". Call NIRA headquarters at 312/346-7575 and order your copy for \$14.95. A limited number of these textbooks were published; therefore, it is advisable to put your order in now for a first edition copy.

COUNTRYTIME HOMECOMING PARTY

This idea for country music lovers has a wide range of program possibilities. It can offer both participation and observation activities. Such an event should be extremely popular as a fall and winter jamboree party. Takeoffs on popular country music vocalists, musicians and masters of ceremonies can prove to be most entertaining. Mountain Dew, donuts and corn chips might be considered as refreshment specials. Such an event allows every opportunity for home talent exhibitions and should add to the promotional campaign by bringing in friends of employees who perform.

JOINT READINESS

The Rochester Xerox Recreation Association XRA Chatterbox features a monthly article on joint readiness -- exercises to do before entering the more active sports. They are pre-conditioning warm-ups that help to increase the range of motion in body joints, minimize possible joint and soft tissue injury and reduce the degree of post-exercising soreness. Directors publishing newsletters or submitting copy for employee newspapers should contact NIRA headquarters for further information.

THE WEDDING PARTY - AN ADULT FUN EVENT

In the spring, a young man's fancy turns to love. Announce that a special wedding will take place and everyone is invited. Wedding invitations are sent and the "couple", male comics, are dressed for the occasion -- the "bride" as the coal miner's daughter and the "groom" as the traveling salesman. The bride's mamma is armed with a rolling pin and her papa is ready with a shot gun.

The party opens with a gathering of the bridesmaids, best man, ushers and musical trio -- not to mention the off-key vocalist. The weepers, the broken-hearted boy friend and the jealous girl friend are all there. There's a comic photographer and an absent-minded judge performing the ceremony. Other characters might include the town drunk and the mean little kid.

Following the ceremony, refreshments are served and everyone gets a chance to kiss the bride and request a dance. Music in step with the theme of this party includes such numbers as "I Love You Truly" and "I'm Getting Married in the Morning". Coins for the bride and groom are tossed in a container that will be raffled off during the reception. Decorations are homemade signs, tin cans, old shoes, confetti and don't forget the toilet paper. You can be sure that the committee planning this type of party will have a dozen ideas of their own to incorporate and will enjoy every minute carrying out their assignments.

OBJECTIVE MANAGEMENT

Employee services and recreational programs should not be considered frosting on the industrial relations cake. When properly conceived and administered, there have to be sound and practical objectives. This will prove beneficial to both the employees and the employers. Before entering into a program of any kind, be sure there is sound reasoning to achieve a benefit that can relate to the company, the association and its members.

Remember, the employee services sector of personnel is an excellent observation post for finding future leaders for your company. Watch for people who work well with others, who coordinate and manage well and who impress others with their leadership abilities. If the services sector is alert and passes on this information to management, both employee and employer benefit and more credibility is given the employee services operation.

SKEET SHOOTING

Shooting can be a family sport. Wives and/or children are included in industrial Skeet and Trap Clubs. When properly organized, the club can be one of the most popular activities offered. There are basic requirements such as a shooting range, an indoor assembly area, restrooms, storage area and especially a professional, certified instructor. The costs including facilities can be based upon a sharing policy. Members pay a portion and the parent association or company donates or grants the remaining monies or facilities required. To our knowledge, we have never heard of any fatalities or serious injuries occurring in industrial Skeet and Trap Clubs. We do not feel that properly run clubs constitute a high risk activity as there are so few accidents occurring in this sport compared to others.

WORKING WITH OLDER EMPLOYEES

Employer experience indicates that workers 45 years or older quit their jobs less than half as often as younger workers. How a person performs on the job depends upon many factors, including age, but abilities and skills do not correlate with a date on a birth certificate. Experience simply does not support the myth that older workers are less capable than younger workers.

(over)

A 1978 study of the U.S. Department of Labor Employment and Training Administration indicates that workers over 40 may even surpass their younger counterparts in a number of ways. There is also a strong indication from industrial recreation statistics that, as a group, older workers participate as much or more than younger workers in employee activities. Because many industrial recreation programs involve the family, there seems to be a greater participation in the total programming from age 35 upward.

One of the most enthusiastic programs are those catering to retired employees. This is a strong indication that years of industrial recreation conditioning has left its mark -- another achievement objective for having a good program that is bound to reflect in positive employee attitudes, better health and increased and varied interests.

PRE-RETIREMENT AND RETIREMENT ASSISTANCE

"The Retirement Letter", a monthly publication published by Thomas L. Phillips, 8401 Connecticut Avenue, Washington, D.C. 20015 covers updated information concerning pre-retirement and retirement aids, investments, purchases, tax, health and insurance. A complimentary copy is available upon request. Subscriptions are \$39.00 annually. Directors involved with pre-retirement briefing and retirement counseling, especially those pressed for time, would profit from these condensed informative newsletters.

AN ANNUAL SALMON DERBY

The Puget Sound Naval Shipyard Employee Services Committee at Bremerton, Washington programs an Annual Salmon Fishing Derby. Held on two days, Saturday and Sunday in late April, the derby features prizes for the salmon catch weighing the most and awards on a common prize ladder arrangement. Contest rules and instructions fill three typed 8½" x 11" pages, and two maps of the areas where the contests will be conducted are also included. Some of the text could easily be applied to other types of fishing derbies. For more information, contact NIRA headquarters.

OLD FASHIONED FEATHER PARTY, MOVIE AND VAUDEVILLE NIGHT

A well-attended adult recreational activity is the "Feather Party, Movie and Home Talent Night." A short feature movie followed by an intermission when chickens, ducks and turkeys are given as door prizes. The finale, an employee talent show (three numbers at the most), will undoubtedly cap what will then be known as one of the most attractive parties of the year. Refreshments sold before or after the main event will make it all the better.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

April 1980

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ACTIVITY IDEAS FOR SPRING

- A. How about an Easter Egg Hunt for employees' children. Feature Mr. and Mrs. Peter Rabbit and the opportunity for kiddies to be photographed with them. Start the activities with music and the Bunny Hop dropping off various age groups in special egg hunt areas just for them.
- B. Start some educational sessions for golfers wishing to improve their game and plan open golf tournaments and one-day contests.
- C. Consider a bowling clinic and improvement series of not more than four sessions.
- D. Look into renting some good garden space for those employees interested in raising their own produce this year.
- E. Try organizing a junior softball league for all employees' children. Get the parents involved. Early in the season provide times for instruction and practice. Let the children select their own team name. Establish the "every kid plays at least one inning" policy.
- F. Start some sessions on the tricks and techniques of fishing. Arrange for some chartered fishing excursions. Announce the NIRA contest for fisherpersons.
- G. Offer some "get ready for summer" physical conditioning sessions and include a swim, a hike and a bicycle tour.
- H. Spring and summer fashion shows are always a hit with the girls. But, families enjoy a well-planned Easter Parade of fashions for work, play, vacationing and formal and casual activities.
- I. Offer some spring tours by bus, boat, train, or plane -- three days or weekenders, a two-week multiple cities, towns and countryside bus excursion. Dinner theatre and shopping sprees. An early shape up for golf -- tour two courses away from home.
- J. The springtime dinner dance and floor show party to be the last big indoor jamboree before fall.

- K. And there's a lot of interest in flower shows, outdoor art exhibits, photo hunts, ethnic festivals, spring cookouts, zoo trips and historical attractions.
- L. Try an old Western round up party, Dodge City style with all the trimmings. Feature a gold rush, the shootout, the face on the barroom floor, etc.
- M. There's a number of fine religious films available for the Lenten Week program.
- N. Stage a sports equipment and sport exhibition day or evening at a fair grounds or available stadium.
- O. A family fishing rodeo and bait casting contest. Start with an outdoor flapjack and sausage breakfast.

ENCOURAGE BICYCLE TRANSPORTATION

One way to beat the high cost of gasoline is to peddle your way to and from work. Not only will it reduce gasoline consumption, but its also one of the finest and simplest forms of physical exercise almost anyone can engage in. Some companies and recreation associations are promoting bicycle sales to their employees and for the advertising and order taking receive a substantial discount on bicycles from a dealer or manufacturer.

As an added incentive, the company or association may wish to give employees an additional rebate on the purchase. Making it easy for cyclists to have sheltered, protected cycle parking space and registering the bikes with the police is most helpful. A decal provided by the association or company could be the formation of the "bicycle brigade" or "road runners club."

MAPLE SYRUP IN YOUR BACKYARD

You do not have to have a team of horses, live in Vermont or cut five cords of wood for heating sap in order to make your own maple syrup. The requirements are: maple sap, coffee cans, metal pipe, wooden plug, a nail, a stove, a large shallow pan and a drill. The most important ingredient, which pioneers seem to have more of than we do is time and patience.

If there are red or silver maple trees available rather than the favored sugar maple, you can still enjoy making maple syrup this spring. At the Metropolitan Parks in the Toledo area, the park programmer arranges maple syrup activities for interested groups. You might check with your metropolitan authorities or other park officials and have the opportunity of introducing a most interesting day's event. Feature a full day of fun and learning with working in campfire meals, country music, or added attractions.

WANT TO OFFICIATE IN SPORTS?

Arrangements can be made with universities and colleges through their continuing education programs to offer various sports officiating training classes. Examinations are required to receive the stamp of approval to go out into the field of officialism. The classes can be conducted either at the university or, if enough employees respond, in your gym or athletic facility.

CLASSIFIED ADS OF EMPLOYEES

There is no better bulletin board attraction piece than a weekly classified employees' ads only posting. Some companies are finding this service to employees to be one of the most appreciated and read bulletins. Changing colored paper stock each week identifies the change from one week to another. It may well be the key that indicates an updated bulletin board posting. Clever promotion managers insert company and association quips, information, or activity ads in space that might have been left blank on the posting. Errors in spelling, etc. noted by readers can also be capitalized upon by awarding inexpensive prizes for the first three to send in a written note stating the errors.

A bulletin board employee classified ad posting is much more effective than a newsletter or company newspaper space provided for this use. It is more current, has more possibilities to insert among the ads credit union ads, reminders regarding parking, safety, good housekeeping, car pools, food service specials, announcing birthdays, etc. It will increase your bulletin board readership by 50% or more and provide an excellent employee service. Copies of classified postings should be made available to employees from the promotion or employee services office.

JOBS FOR RETIREES

Cutler-Hammer Company of Milwaukee has formed a non-profit organization entitled "Retirees Work Search, Inc." Active and retired employees of the company can obtain services of skilled retirees registered and seeking part time work. One of the company's retirees serves as the Retiree Work Search Coordinator.

Retired executives may find some IRC's interested in providing them with part time employment as their executive director or executive secretary. A small fee and an expense account makes it possible to obtain the services of this excellent organizational talent and also provide the retiree an opportunity to continue his or her business related interests. Active or retired recreation or employee services managers interested in organizing an IRC in their locality should contact NIRA for details.

SPRING GOLF WEEKEND

Xerox Recreation Association in Rochester, N.Y. has programmed a three-day, exciting weekend of unlimited golf on two PGA Championship courses in Gaithersburg, Maryland. The price to employees is \$230 per person which includes air travel, lodging, two breakfasts and two dinners, three days of golf, green fees and prizes. Special interest tours of this kind are popular and offer special recreational opportunities your employees could not obtain elsewhere.

CHECK UPS

A Wisconsin firm makes an aggressive attempt to alert its employees to health improvement. Each employee is given a physical during which individual health risks are determined. The employee is then given a "health prescription" stating how to change a life style for improving his or her health. It is hoped that employee medical insurance costs will be reduced, absenteeism is lowered and a more alert work force developed.

VISIT A PORT

One very interesting event is to visit a seaport and arrange for a conducted tour aboard one of the ships. Another is to arrange family air travel to a nearby airport and back -- a great experience for children. Such tickets usually include refreshments on return. Special arrangements can also be made with some railroads for a short passenger run designed to introduce this means of travel and enjoyment to children.

DO-IT-YOURSELF CLINICS

By 1980, the do-it-yourselfer will spend \$48 billion at the retail level on home and auto products -- an increase of almost 200 percent over current expenditures. According to Predicasts, Inc., 11001 Cedar Ave., Cleveland, Ohio 44106, the do-it-yourself market is concentrated in approximately 50 product lines. It will account for over 40 percent of the total 1980 home products market. As employee services and recreation managers, we should take a cue from these findings and program various Do-It-Yourself Clinics, seminars, workshops and educational displays. An equipment loan service or an employee workshop facility are added attractions for any program development.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

May 1980

Volume 10, No. 5

OUTDOOR RECREATION ACTIVITIES ATTRACTING MILLIONS

According to estimates of the U.S. Department of the Interior, 24 outdoor recreational activities are on the increase with walking or jogging involving 96.7 million, picnicking 84 million, pool swimming and sunning 83.5 million, bicycling 66.1 million, golfing 18.9 million and cross-country skiing 2 million. The top ten greatest participation outdoor activities in their order are: walking and jogging, picnicking, pool swimming and sunning, bicycling, fishing, nature walks, beach swimming and sunning, tennis, boating and recreation vehicles. The survey was conducted involving persons 12 years of age or older and those taking part in the activity five or more times a year.

A SLEEP AND BEACHWEAR FASHION SHOW

This activity, somewhat different from the usual fashion show, features sleep and beachwear with recorded music to fit the fashions. To spice up the show, fashions of former years with music of the times can be interjected into the program and sandwich and salad bar can be arranged in buffet style. Attendance prizes can include discount slips made to look like paper currency valid only at the store designated.

SHOW YOUR COLORS

We need to rekindle one interest -- respect and appreciation for being a citizen of our country. Every recreational site, hall or meeting area should display our national flag. We should encourage our employees to display the flag in their homes and also provide information as to the correct ways to display the flag at home and events held by the company and employees. Flags can be sold at cost or less to encourage display. Valley Forge Flag Company, Spring City, PA or Tamm Vogt Company, 2200 Olive Street, St. Louis, Missouri 63103 or other flag manufacturers will assist you in setting up such a sales program.

FUN ON WATER

Canoe-a-longs, raft trips and rowboat regattas are all excellent activities to offer employees as family recreation involvement. Chartered fishing boat excursions are another all-in-the-family event and when programmed with prizes offered for the longest, biggest, fattest, smallest, greatest and most unusual catch, the event is long remembered.

TRAINING AND DISCOVERING ABILITIES

The industrial recreation and employee services areas are the very best media for training and ability discovery that industry can depend upon on a day-to-day basis. If the program objectives are set up to include employee development and leadership discovery, then the recreation or employee services administrator must be schooled in these techniques and be properly staffed to accomplish the intended results. Some of the questions to consider are:

- How much skill can you expect from the individual and how soon can you expect it?
- What outstanding efforts, achievements, skills and techniques has the individual acquired? This should be as important as other personnel records.
- Have you complimented the achiever on his/her activities and made a point to alert management to his/her possibilities in greater job performance as a result of this training or experience?

Much can be learned and taught through an employee services program involving the bulk of a company's work force. The opportunities are just waiting to be recognized as a vital part of management development.

COMPETITIVE PLAY

When competition becomes the only criteria for having an industrial recreational sports team or league, there is danger of creating disharmony and friction within the work force. This is the very thing industrial recreation does not wish to encounter. We, therefore, hesitate to enter highly competitive leagues and community sports preferring to keep the activity in the "in-plant" intramural play for enjoyment and fellowship. Some directors have felt the PR and advertising value of community league entry worth the risks, but almost any professional in the advertising business would dispute the profit return for the dollars spent as would most personnel administrators. They know that good employee relations are far more important.

TOURING THE INDIAN AREAS IN U.S.A.

Several national agencies have good publications on touring Indian areas. The Bureau of Indian Affairs, C Department of the Interior, Washington, D.C. 20245 offers a map called "Indian Land Areas". Regional information is supplied by several state agencies. A publication of the Arizona Office of Tourism, 1645 West Jefferson, Room 425, Phoenix, Arizona 85007 on "Indians and Tourism" is also worth a review.

"Roughrider Guide to North Dakota" is another available pamphlet from the Travel Division, North Dakota Highway Department, Capitol Grounds, Bismarck, North Dakota 58501. The South Dakota and Wyoming Travel Commission also provides literature. A booklet on Oklahoma's renowned Indian territory is available by writing Oklahoma Tourism and Recreation, Department 504, Will Rogers Memorial Building, Oklahoma, Oklahoma 73105.

GAMES FOR ADULTS CAN BE TROUBLESOME

Games can be fun. They can also be embarrassing and harmful, especially for adults. Within the work force, extra precaution not to picture good old Joe as stupid or sweet little Mary as uncoordinated is very important. The same goes for asking questions that may tag an employee as radical, dense or foolish. What can be programmed in public cannot always be programmed within the individual's work group.

If funny and ridiculous games are prearranged as entertainment and the audience knows it is a performance, it then has a different connotation. Popularity and beauty contests are also activities that could create more strained feelings and personnel problems than any industrial group may care to experience. Therefore, the professional industrial recreator knows what is best for his or her people and when such activities are more appropriate for home or community events than for those for business or industry.

ADD TO YOUR OUTDOOR PHYSICAL FITNESS FACILITIES

If there is room in your park or recreation area, consider a simple obstacle course in addition to the jogging paths, monkey bars, rope swing, walking the plank, barrel crawl, hop scotch pads and small scaling wall, steps or hill. For those who want a little change of pace, they can pick and choose the obstacles to try.

BOATING AND WATER SAFETY

The United States Coast Guard provides a wealth of educational material on the subjects of boating, water safety, fishing, hunting and related subjects. Handbooks, illustrated folders and mailouts are available to help your program on a series of educational activities. Call the Coast Guard station in your vicinity or call toll-free 800/325-7376 for assistance in securing more information.

NEVER EXPECT MORE THAN YOU GIVE

This is a good rule to follow both for the program and those participating. The same practice applies to discounted offers provided industries or employee associations for their people. The promotion provided each offer should relate directly to the value of the discount given. As one enters into a mutual agreement, there should be an exchange of benefits, each evaluated carefully before engaging in the promotion. Each offer places both parties responsible for and charged with the credibility of the proposal.

EMPLOYEE TRANSPORTATION TO AND FROM WORK

Some industries and hospitals are either operating an employee van pick-up transit service or are considering the advantages. The employees pay a portion of the transportation service cost and both employee and employer are benefiting. Some of these vans are leased or purchased from local dealers under a fleet arrangement. When public transportation is available and will cooperate, special employee passes are sold to employees through the Employee Services sector of Personnel. Transit schedules are available, and bus tokens are sold at a savings when passes are not provided. A voluntary employee car pool program including postings of sharing the ride and expenses with fellow employees is common in many industries.

HYPNOTISM EFFECTIVE

Hypnotism as a health benefit is being practiced successfully, especially for smokers who have problems kicking the habit. It has also met with a high degree of success in accomplishing weight loss. Massachusetts Mutual Life Insurance Company is reimbursing any of its 6,300 employees for anti-smoking hypnotism treatments, according to a recent Wall Street Journal news item.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

June 1980

Volume 10, No. 6

PLANNING PICNICS

Each type of picnic requires a different plan. The type of picnic depends on the make-up and size of the group, available space, various attractions and the amount of money budgeted. Some companies have one traditional outing for their employees that vary from a clambake to a boat ride. The typical and most common picnic is the family refreshment and games outing on company property or in a community park.

The private amusement park type picnic may be more attractive, especially for employees' children. If the picnic is strictly an adult activity, it seems to be more attractive when held in the evening and featuring a roast, swim or dance as added attractions. Picnics restricted to the employee and not including his or her immediate family have practically disappeared from the industrial picnic programs offered by management.

There should always be considerable thought given by the committee as to the objectives for having a picnic. Consider benefits of this activity for both the employee and employer and how they can be incorporated into the picnic plans. More industries are realizing the partnership and sharing concepts between their employees and their management. Management gains little respect or appreciation when acting in the role of sole benefactor, Big Daddy Warbucks or the kindly contributor. Both employee and employer should be involved in planning, participating and the financing of such events.

PICNIC GAMES

There always seems to be a long list of picnic games for children but very few for adults. Among the most popular children's games we list the Candy Scramble, Balloon Race, Sack Races, Backward Crawl, Elimination Game, Wheelbarrow Race, Shoe Race, Rope Jumping and Watermelon contests. A number of children's game books are

carried in most public libraries. It is more difficult to find many publications covering adult games, however, the most popular picnic games for this group are the Egg Throw, the Pie Eating Contest, Hog and Husband Callers, Sew a Patch, Rolling Pin Toss and Laundry Ticket Race. NIRA has picnic planning and game information on file. Copies of these files may be requested at copy cost.

TANNING -- NO HEALTH BENEFIT!

The sun can be a friend or foe. We haven't found many good reasons to sun bathe but have read of many reasons why we shouldn't. The most serious being premature aging and the danger of skin cancer. If you want to stay young looking as long as you can and avoid the most preventable of cancers, don't become too chummy with Old Sol.

MANY KINDS OF GARDEN GROUPS

One of the most popular garden clubs within industry is vegetable gardening. Companies having surplus land have it prepared then plotted for employee gardens. A fee to help cover preparation costs, water lines, etc. is charged each gardener. Contests are programmed for the most attractive garden, most unusual, highest quality produce, largest vegetable of each kind and so on. Employee home flower garden groups also meet to exchange seedlings, bulbs and plants. They, too, have seasonal contests and conduct flower sales. The house plant florist club has considerable appeal and as a year-round activity offers many opportunities for educational sessions plus winning in the Plant-of-the-Month Contest.

An herb garden club may package and sell its products to members and friends. Flower arranging sessions always attract a number of participants. Often these sessions lead to the formation of flower decorating club groups who feature dried flower arrangements, wreaths and artificial flower table pieces. Another interest that attracts home owners is instructional sessions on planting of various shade and fruit trees. On Arbor Day, tree seedlings are sold to employees to encourage the planting of trees and point up the values trees add to their property. Planting and care instructions are offered and an explanation of the kinds of trees most suitable for each home landscape is featured.

CLOSE-TO-HOME RECREATION

Travel and transportation costs are keeping families close to home. More attention will be given to what attractions within a few miles can offer. Some of these close-to-home recreational

facilities are being discovered, used and attended for the first time. These facilities include parks, museums, theatres, schools, libraries, historical sites, marinas, bike and jogging trails and YM and YWCA's. These local attractions should be gearing up for the very possible participational increase of newcomers. The economy crunch and the high cost of fuels may well create recreational facilities shortages or overcrowding of existing facilities. Industries having their own recreational facilities may be hard pressed to increase employee guest privileges.

CONTRIBUTING TO LOST TIME ON THE JOB

Industrial recreation and employee services directors should take every precaution to stress moderation and common sense practices concerning jogging and all exercises, sun bathing, improper sports attire, dieting and safety precautions at play as well as at work. There are very few serious accidents when employee recreational programs are properly supervised and reviewed by the company safety director and company physician. The director must be as concerned about his or her programs regarding loss time and accident rates as are the company supervisors and crew leaders with employee job related safety and health operations.

GROUP TRAVEL BUILDS COOPERATIVE ATTITUDES

One of the most appreciated activities you can offer your employees is the opportunity for group travel. It is also one of the best means of promoting friendships between employees. Tours place everyone on an equal status basis and bring about considerations and appreciation for each other. These attitudes inevitably carry over to the employees' working relationships. Travel is a comparison educational technique that broadens the individual's outlook. It exposes to them the values of tolerance, understanding, comradeship and the efforts put forth by the company on their behalf. Of course, all group travel should be carefully selected and well directed with the above objectives in mind.

PHYSICAL FITNESS AND NIRA

From its inception, NIRA has advocated physical fitness; therefore, exercise has always been the mainstay of the athletic and sports activities offered. Fitness can be more enjoyable through fun and game techniques rather than routine disciplined movements. To swim, paddle a canoe or play ball produces the exercise required without the precision and boredom of calisthenics. NIRA has gone the entire route and promoted activities that were associated with whole body and mind development, nutrition, moderation

and mental stimulation that must always be considered on an equal basis. Mental stress, fatigue or boredom can quickly deteriorate the body along with the mind. Providing new interests in various types of activities keep both mind and body active. This is the secret to a greater fulfillment of life itself. To advocate and provide only a portion of the requirements is like building a beautiful automobile that has no motor. When we plan employee activities, we must consider all the elements that make for an image of good health for the whole person.

DEVELOP YOUR OWN HALL OF FAME

Somewhere in your clubhouse, office lobby, food service area, lounge or recreation room set aside wall space for recognition photos and plaques. Past presidents of your employee association will be honored having their pictures and attached descriptive plaque on view. A space for current top officers photos is another way to give a year of recognition for the work they do. It also familiarizes members with their elected leaders. A special spot on the wall can honor those receiving the annual distinguished service awards. Have a place for gallon blood donors and another area designated for outstanding employee association member of the month, with descriptive acknowledgment accompanying name and picture.

Your Hall of Fame area should reflect the long term or permanent plaques, annual award plaques and the 30-day recognition plaques. Another space away from the leadership area should be planned for athletic, cultural and special talents, championships, winners or selection of outstanding skilled member recognitions. Recognition is one of the most effective incentives to stimulate more participation and without a doubt the least expensive for the employee relations and public relations benefits the association or company can foster.

SAVING GASOLINE

Many corporations are involved in the employee transportation van service. According to the Department of Energy, there are 3,000 to 4,000 company-sponsored vans on the nation's highways. Each van used keeps an average of seven private autos at home. Supplying bus and commuter time schedules encourages more public transit as does selling a community transportation weekly fare pass. A transportation car pool coordinator posts employees' ads seeking rides to and from work and protected bicycle racks encourage short distance travelers to exercise as well as save gas. Some companies have arranged for special discounted bicycle sales conducted at the plant or office and provide a company logo bike flag and holder for each bike in the program.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

July 1980

Volume 10, No. 7

PHYSICAL FITNESS CONCERN GROWING

More and more folks of all age groups are taking second looks at their physical conditions. The interest has become epidemic and the results have provided considerable personal satisfaction and reward. Not only exercise but dieting, quitting smoking, less or discontinued drinking of alcoholic spirits and more concern about the ingredients in prepared foods are important factors. A greater knowledge of vitamins and their attested values to better health are especially important when engaging in an all out health improvement program. Many NIRA companies and employee associations are offering vitamins on a discount purchasing program for employees as part of their popular physical fitness services.

The April 1980 issue of Changing Times has devoted four pages to exercise and associated medical problems, plus information on how to exercise correctly and without risks. Every director, especially those offering physical fitness programs, should read this article and make it available to all employees interested in exercise. All exercise programs offered employees should be under supervision of a qualified physical fitness specialist and a medical advisor. When diet programs are tied into the health program, be sure to have it reviewed by a nutritionist and your company doctor.

NAME PLATES, TAGS, ETC.

Because everyone likes to hear his or her name referred to and because it's not always easy to remember names, use name tags even when the group might be considered all friends. Name plates on desks, work benches, lapel pins, stenciled garments, etc. are very important not only to those introduced to a new person but for the person wearing or displaying his or her name. If the years of service symbol can also be added, all the better. Be sure, however, that the tag or plate is easily read. Also, consider printing first names in larger print than last names -- at least 1/4" in size.

EMPLOYEE SERVICES SECTOR MOST IMPORTANT

The employee services sector is the one place employees look to as their reception area and information source. If the operation is set up to be of daily service to employees, it must have the respect, feeling of assistance and confidentiality from all employees. Because employee services provide so many company and association benefits, it's a natural focal point for employee direction and assistance. The staff must be aware that their productivity and efficiency is based upon how well they serve and benefit both management and workers.

Harmony, a cooperative spirit, and plain good human relations are goals which, when reached, will bring about higher and improved employee morale. The employee services sector of personnel might well be the grass roots personnel method of reaching and serving its people. It certainly can be an essential factor in shaping employee attitudes. Therefore, the more services offered employees the more employee contacts are made on a day-to-day basis. The greater number of these contacts and associations made, the better are internal communications and observations channels.

NOT ALL PROGRAMS FAIL DUE TO THE IDEA

There are many factors that must be taken into consideration for successful programming. First and most important is the leadership or direction. The second is the promotion and communication given the program. The third factor includes the four appealing denominators -- refreshments, movement, observation and the element of chance -- an opportunity to win something. A program may be timed improperly and thus be competing with other attractions offered at the same time. It may be the wrong season or wrong location, too expensive or too cheap and sometimes appealing to a minority of people. All programs, be they successes or failures, should be given an appraisal and evaluation study soon after the activity is held.

MORE EATING OUT, ALSO HEALTH PROBLEMS

Because so many married couples are both working, there has been an ever-increasing away-from-home dinner group. The average working couple will eat out at least twice a week for their dinner meals. At home, it's a quick preparation meal that so many times lacks the basic foods required for good health. Breakfasts are simple -- beverage and toast. So many of these couples find it difficult to meet the breakfast time schedule and miss this important meal. While lunch may be fast foods or brown bagging, this meal also becomes insufficient or improper for good health. Actually, we may be surprised when we hear about the malnutrition cases among our employees. Activities directors may find a real need to promote low cost employee association dinner events weekly. There may be reason for an early breakfast hour program and also offer vitamins for those who feel they need them just as Sanka or Postum is provided.

CONSIDER ARCHERY

There is an increasing interest in the sport of archery, not only in target shooting but in hunting. The reason for this interest is hunting game with bow and arrow requires more vigilance, more caution and more wilderness and animal knowledge than hunting with a gun. Archery leagues are popular and meet year-round. Archery buffs -- beginners and experts -- find this a most interesting, inexpensive and challenging sport.

BEFORE YOU FILE OR DISCARD YOUR CORRESPONDENCE

A most effective method to get both your people and management involved and interested in what you are doing is to route correspondence. Whenever you receive information that would aid in promotion of your endeavors and also indicate your sincere efforts in the development of employee services and recreation, route it to supervisors, chairpersons and officers. Use a yellow or red pencil or pen to underline or outline the portions of information you wish to bring to their attention. A written note in the margins or clipping out the portions to use and attaching to a note can further emphasize. Asking for a return of all such memos assures you of the coverage and allows for comments that might prove most helpful. This is a simple procedure used by many executives that further enhances communications and action.

HOW TO DECORATE A HALL, A BANQUET TABLE, A MEETING ROOM

One organization engaged a department store window and display decorator to offer instruction in decorating and display methods. Given some ideas of what events you offer in various programs will enable the decorator to tailor his or her instruction to your requirements. They can illustrate simple and inexpensive methods to make each event more appealing and teach interested persons how to make most of their own decorations.

LOCAL EVENTS CALENDARS

In addition to your employee association events calendars posted weekly, other civic and commercial recreational attractions offering discounts should also be posted as a part of your calendar. Although you may be printing and distributing a monthly or quarterly calendar of activities, people have a tendency to misplace or lose the copy. A weekly reminder is just another means to further promote and encourage participation. It offers the opportunity to announce changes in or additions to it that less frequent publications cannot provide. Once the practice of posting on a weekly basis and not allowing longer range events to remain the same week after week, the bulletin board becomes a vital, updated reminder and promotional medium. When your bulletin boards are properly maintained, they will receive more readership than any other communicative media available to you. In fact, they become your daily newspaper source.

EARLY DETECTION ESSENTIAL IN COLON-RECTAL CANCER

One of the most prevalent forms of cancer can be detected by one of the simplest diagnostic tests which can be prepared at home. There were 52,000 deaths caused by colon-rectal cancer in 1979. In Toledo, Ohio, the American Cancer Society and Riverside Hospital introduced to the local IRC the Heme-Occult testing program that member industries could promote. A simple testing kit and questionnaire form were provided free to the public through industries, pharmacies and for a small mailing and handling fee, through the news media. Dr. Donald Steinberg and Janet Steinberg, the program coordinators working out of Riverside Hospital not only developed the testing program, but are successful in its promotion and use. If interested, you may write: Heme-Occult Program, 1600 Superior Street, Toledo, Ohio 43604, attention: Janet Steinberg.

SERVICE AWARD CEREMONY -- THE EVENT THAT NEVER FAILS

It is almost an axiom of personnel administration that a program is good or bad according to how well it is performed; that is, done well it may be helpful, and done poorly it may be harmful. Yet we seem to have an exception to this general rule in the Services Award ceremony. Here, no matter how it is done, it always is a success. Such success deserves our attention. What can we learn from it? What are the magic ingredients?

First, the Service Award ceremony is a gathering of friends. When people work together over the years, strong bonds of friendship are developed. The sharing of experiences, both the happy and the painful, weld people together. And when these men and women sit down together in a mood of relaxation, it is always a reunion. Through conversation alone, they enjoy entertainment that is hard to match in any other way. In our planning of these events, do we provide ample opportunity for old friends to see one another, and talk together?

Second, a Service Award ceremony is a time of sentiment for people to whom sentiment is an important part of life. It is a warm and human interlude in a business world that is often impersonal. It is a moment of appreciation in a life of work where "Thank you" is not said often enough.

GREATEST SPECTATOR SPORTING EVENTS

Thoroughbred racing still takes top place in the spectator attendance category. Auto racing is a close second. Harness racing has third place and college football and major league baseball vying for the fourth position as having greatest spectator attraction. Major league hockey has shown the greatest percentage of spectator increase of all sports.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

August, 1980

Volume 10, No. 8

FORM A NIRA COUNCIL IN YOUR COMMUNITY

The benefits derived from a local Industrial Recreation Council are numerous. Our councils for employee services and recreation within business and industry have found they have a greater purchasing ability, have opportunities to merge activities and services with other companies and are exposed to a most beneficial exchange of information concerning employee and employer relations. NIRA will be happy to explain the simple steps for organizing such a council and with the least amount of your effort and time. Call Pat Stinson, NIRA's Executive Director and get started in your community.

PSYCHIATRIST URGES NEW VIEW ON GERONTOLOGY

According to a recent article in an AARP news bulletin, gerontologists must move away from looking at the so-called aged under a microscope or they themselves will be promoting agism. That warning was issued by Dr. Carl Eisdorfer, noted gerontological psychiatrist of the University of Washington. Older Americans, he said, are less alike than any other segment of the population. We can no longer tolerate broad generalization. Instead of aiming programs across the board at the "aged", he urged gerontologists to seek more alternatives. He added that all concerned should stop thinking exclusively of federal programs and do much more in local communities and involve the business sector.

Older people, he pointed out, have contributed throughout their lifetime to business, and they continue to be a driving force in the economy because they spend the money they get. Eisdorfer noted that gerontologists discovered aging in the 1950's and 60's. The country discovered aging in the 1970's. Then the older population was "discovered" as objects of charity -- as clients, victims, patients -- but rarely as participants in society. Today, he added, gerontologists have the responsibility of going beyond agism and undertaking to develop new knowledge of aging. NIRA recommends offering all industrial retirees an AARP free membership (at least for the first year) for every retiree at a cost of \$4 per year. Contact the American Association of Retired Persons, P.O. Box 2400, Long Beach, California 90801.

HARVEST PARTIES

Now is the time to prepare for your fall harvest party. One club group contacted a number of farmers, some having orchards, that would let folks pick tomatoes, corn, apples, peaches and so on. The group planned weekend harvest parties consisting of ten members to each harvesting group. After receiving instructions from the farmer as to correct methods of picking and selecting, the participants formed teams with quota goals to reach. The produce prices agreed upon with the farmer were low enough to make a profit for the club when they took orders from fellow employees for various quantities of produce picked. Those participating in picking, sorting, packing and selling were allowed to purchase their needs at the farmer's cost. After each harvest session, all participants gathered together for a farmhands' dinner and the giving of award ribbons for the teams harvesting the most quality items.

EVERY EMPLOYEE IS INTERESTED IN SERVICES

The services and activities offered employees may well be considered non-negotiated benefits. They can save the employee money, can offer a considerable time savings factor and also appeal to his or her family. The number of services provided may be few or many depending upon the effort put forth to provide them. There are various categories of services that employees have an option to receive. These are:

1. Convenience services such as paycheck cashing, license purchases, public transportation schedules, city maps, car pools, parking lot information, postage stamps and mail service, employee lounges, shop equipment and supplies sales, magazine and newspaper subscriptions, reference library, annual physicals, credit unions and a hired hand directory.
2. Savings benefits such as amusement park tickets, vacation and tour offers, merchandise discounts, flu shots, dry cleaning and laundry service, services that offer discounts, company products sales, public transportation passes and tokens, food services, recreation opportunities, housing assistance, new employee information regarding forms available for tax purposes, utility applications, welcome wagon service for those new to the community, legal assistance, automobile repairs and towing service.
3. Educational and civic involvement offers such as extended educational courses, various agencies requests for volunteers, board members, committee assignment offers, in-plant short courses in various business education such as business letter writing, public speaking, use of computers and short cuts in math, speed reading, vocation language, business methods and procedures, hobbies, recreation activities lessons, health and first aid, safe boating procedures, driving lessons, vocational

guidance, management and supervisory training, leadership training, personal improvement courses, memory courses, diet and weight control, stop smoking sessions, business dress and conduct, telephone answering, work organization skills, budgeting, investments, wills and trusts, insurances, home maintenance and improvements, auto mechanics and at home and on the street security and protection.

4. Emergency and employee welfare such as remembrances for weddings, births, illness and deaths, retirement assistance, fire, flood and other catastrophe assistance, hospital and convalescent equipment loans, personal consultations, emergency loans, medical assistance, prescription drug discounts, ambulance services, meals-on-wheels.
5. Recognition and appreciation services - service awards, employee newspaper, suggestion systems, civic involvement awards, leadership awards and recognition, educational certificates of award, letters of commendation for special assignments undertaken, special parking privileges, handicapped employees considerations, safety contests and awards, good housekeeping awards and recognition, incentive awards for contributions to company sales, morale, customer relations and productivity and advanced company information before releases sent to news media.

Whatever services or recognition is given, the company must be credited with providing such opportunities and never hesitate to show its concern, taking the credit for having given its endorsement, time and money to make these services possible.

ANNOUNCERS AND MICROPHONES

Some people have what is termed an appealing telephone voice; clear, distinct and commanding in a pleasant receptive tone. This seems to be a natural talent or physical aspect everyone does not possess. When you discover a person that has this ability, use them as often as possible. A good exercise in knowing how a voice carries is calling bingo numbers. You will be surprised at how many fail to come across clearly. People can be trained to use microphones and improve their voice, diction and effectiveness, but it may take hours of practice and often a considerable number of voice lessons. Good speakers may have learned voice and speaking techniques either through repeated experiences or public speaking courses and Toastmasters Clubs.

ONCE A MONTH HAPPY HOUR

Consider sponsoring a monthly "happy hour". All employees and especially the newcomers are invited to attend a Happy Hour after work day in a local restaurant engaged for the event. All employees, including management, meet for the socializing and opportunity to meet other employees. Each employee may invite one adult guest and make reservations for dinner following the Happy Hour if they so desire.

SPECIAL INTEREST ARMCHAIR CLUBS AND GROUPS

A number of special interest clubs are forming using the term "Armchair Groups". These include armchair sports critics, armchair theatre buffs, armchair cultural court, armchair government observers, armchair ambassadors and organizations like the compass club, special studies scholars and so on. These groups form to review, discuss, argue, criticize and support a common special interest topic, action or education. A very popular group in one company is a Club International that arranges for speakers from various countries to explain customs, principles of their government, their leading industries, their attractions, sports and other items of interest. Meetings are, for the most part, dinner meetings featuring popular food specialties with menu preparation of the country being discussed. Movies, slides and exhibits of dress, products and entertainment are woven into the evening's programming.

In addition, the group sponsors a foreign child each year through the Foster Parent Plan, Inc., 352 Park Avenue, South, New York, New York 10010. Special events held, sponsored or given assistance are international festivals, folk fairs, foreign trade fairs, foreign student invitationals, Oktoberfests, Christmas Around the World, United Nations Day, international sports events, dance parties and ethnic parades on holidays. They join as an allied member group with community international institutes, international hosts houses, world affairs civic organizations and new citizens associations to enrich their total programming by developing closer relationships with all ethnic groups.

SAVE ENERGY -- A PROMOTIONAL EFFORT

There needs to be more said, more proven and more interest aroused about energy conservation. There now is a 40-page book available to you and an opportunity to give one to all your employees. Write Alliance to Save Energy, Box 57200, Washington, D.C. 20006 and ask for a copy of "The Energy Puzzle". Use your spare space in house organs, bulletin boards and employee letters to promote saving energy.

INVESTMENT CLUBS

There are various employee associations offering a special interest club that concerns itself with study and involvement of stocks, bonds and other types of investments. Strictly on a voluntary basis some of these groups actually purchase stocks on an organizational arrangement and find it most educational and rewarding. Here, again, the exposure to business financing, the free enterprise system, the risks involved and earning possibilities make for more business and industry concerned individuals. Contact brokers, investment companies and banks for more information on the investment clubs.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

September 1980

Volume 10, No. 9

Over \$81 Billion Spent Annually for Recreation

Studies conducted by the U.S. Department of Commerce show an ever-increasing expenditure for recreation each year. The \$81.2 billion mark was reached in 1977, and this figure did not include all leisure spending such as travel, vacation homes, and public recreational activities. Well over \$71 billion was spent for vacation travel alone in 1978. Even with inflation and our dollar value shrinkage in 1978 and 1979, the spending for all types of recreation kept on accelerating. Two major factors that have encouraged the explosive development of recreational markets have been more leisure time and more money.

The average employee vacation period now is 16 days with at least five three-day weekends associated with Monday national holidays. Leisure time is not expected to change to any great extent in the 1980's. On the money side, real per capita disposable income has been climbing steadily. This upward trend has leveled off only slightly in recent years, mainly because of inflation which takes a larger share of personal income to cover higher costs of housing, food, utilities and medical care. Therefore, there is evidence that close-to-home leisure activities and lower cost facilities are important. The persons accustomed to recreating will seek alternatives when costs become too high for the family budget. Those industries with recreational facilities and programs are meeting an employee benefit that actually represents considerable dollar savings to an average family's budget.

Gun Clubs

Industrial employee gun clubs are popular and demonstrate considerable interest as a coed activity. The use of firearms for sport

has an estimated 40 million followers in the United States. Trap and skeet shooting are among the more popular forms of the sport. The rigid safety rules enforced by these clubs not only make it one of the least accident risk activities offered, but it also has a carry-over effect for the employees interested in hunting and instructing members of their families in the handling of firearms. In these clubs, the women are on an equal basis and often surpass their male competition in contests and tournaments arranged by the club.

Productivity Anonymous

A timely article was recently published by Hay Associates "Management Memo" (number 321.) Employee services administrators can quickly relate their contributions to employee attitudes, communications, and company interests. Although the article does not mention the potential benefits and results that employee services may render to productivity, the professionals in our area of industrial relations can visualize the opportunities they have in contributing to employee productivity. Write Hay Associates, 229 S. 18th Street, Rittenhouse Square, Philadelphia, PA 19103.

Physical Fitness Programs

One of the most rapidly growing interests among employees is the care and attention given their physical being. This has a two-fold advantage; one benefiting the employee and the other management. Good health goes hand in hand with a higher degree of productivity and less absenteeism. However, such programs offered should be carefully administered by professionals and collaborated with the industrial medical service. When it can be offered as a total family program, it proves to be more significant and lasting.

A People Attitude Barometer

A number of employees services directors have stated, "The attitudes of employees can be noticed first through the employees activities and services areas." When disturbing situations arise, in one sector or another of the plant or office, employee participation lessens. When volunteers and employee association officers no longer are representative of a department or a shift, it's time to expect a storm -- the barometer has reached a low that indicates disturbances. When employee sale of company or association logo items drops, it's another sign of waning loyalty and interest. When employees

resist sharing costs and wanting more and more given them, it's a barometric sign of unsettled conditions. When the total employee activities and services participation drops, it's surely time to take emergency action.

Who Should Teach?

Experts, in fact, often make the worst teachers. We are reminded of Mercer Beasley, the finest tennis coach in his time, yet he never was a first-rate tournament player himself. Most talented students could beat him, but none could faintly approach him in teaching the art. Arthur Schnaen, perhaps the greatest pianist in our century, ruined most of his students by compelling them to adopt his techniques and mannerisms, which often were unsuited to the development of the students' own personalities. It is dangerous nonsense to confuse the two areas of doing and instructing others in how to do it. In fact, a genius usually cannot explain (even to himself) why he does what he does; it takes a skilled interpreter to illuminate his talent for the beginners. Sometimes, maybe more often than we are aware, our activities programs fail because of the instructor or coach. When selecting volunteers to serve as instructors or coaches, keep this in mind.

Soccer Continues To Grow In Popularity

Intramural men's and women's soccer leagues are offered in some industrial recreation programs. College recreation departments have been offering soccer for some time, and the game will surely carry over into the industrial programs as these students graduate and look for employment with a company offering recreation.

Great Need for Day Care Centers and Camps

The ever increasing number of working couples is also increasing the need for day care centers and camps for their children. More young married couples are finding it necessary for both to work in order to obtain the standard of living they desire. In some areas, it is almost an impossibility to obtain day-to-day babysitters, and those who are lucky, pay dearly for the service. Companies having recreational facilities might use a portion of the area for day care service either contracting with a commercial child care operator to provide the service or by hiring its own director and staff. Under an employee recreational association's programming, such a service could be offered at reasonable rates to their members due to

facility availability and the opportunity to recruit some volunteer assistance.

Microwave Oven Cooking School

Because there are so many ways to prepare meals with microwave ovens, some activities directors (industrial and commercial) are setting up microwave cooking classes or demonstrations. The response has been good, and if there is a tie in with suppliers of these ovens, usually door prizes are offered. One group staged a demonstration in an auditorium and at the conclusion were invited to a dining area for a low cost microwave dinner.

Every Activity Offered Calls for Salesmanship

Not only must there be an effective, well-organized employee communications program in effect, there must also be sales promotion coupled with a sales force. Signs, bulletins, or newspaper announcements cannot be relied upon to assure a successful box office return or attract ample participation. The sales promotional techniques such as posters and bulletins are stimulators, enticers so to speak. Sure some sales are of a direct result, but the bulk of sales made are always credited to a sales force. The two elements - sales promotion and salesmanship - are like a right and left shoe. Without one or the other, we just hop along and at a much slower pace, sometimes arriving at our destination too late. There is no difference in selling activities than there is in selling any other product or service. Recreation and employee services directors could learn much from their advertising and sales department personnel. Seek their assistance. The techniques of communicating, stimulating, and then motivating are the same for all things in which we wish to involve people and gain results.

How to Save Energy and Have Fun Doing It

With gasoline prices increasing, there may not be much long distance travel to find our recreational needs. Therefore, form a committee to discover recreation areas close by and ways to reduce the use of gasoline such as paddle boat construction, sailing, and so on. Plan nearby campouts, fishing rodeos, zoo days, park hikes, and cookouts and then conduct a seminar to introduce all the findings and start programs that attract the greatest number of interested members.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

October 1980

Volume 10, No. 10

Activities Ticket Books

If your organization has a number of annual admission or service events for which a charge is made, consider printing activity coupons or ticket books. These books can be sold on a six-month program basis and offered to the employees or members at a discount for early purchase of the book. This helps to assure an income on which to base the planned events and provide an advance attendance ballpark figure to serve as a guide for preparations required. No rebates for unused tickets should be clearly stated and employees should be allowed to transfer tickets or coupons for use by others.

Such advance sale ticket events would include annual picnics, holiday dinner dances, children's Christmas and Easter programs, movies, bathhouse charges and so on. Special interest clubs also provide membership discount coupons in the book for applying memberships. A company product discount coupon could also be provided for a particular item or items. If merchants are offering special dated coupons for your people, these too, would be included to make the book even more attractive. Each book should be registered in the employee's name and all the names could then be entered in a sweepstakes drawing. At a given time, prizes would be given to winners such as jackets, caps and other items obtained as another incentive for early purchase.

Mini-Vacations More Popular in a Tight Economy

With rising costs of travel, families may forego that long vacation trip for several shorter trips. There's a lot to be said for mini-vacations and long weekends. There is less expense involved, less strain on everyone, particularly the parents. It will surprise the average person to see just how many interesting and enjoyable facilities are so close at hand. Parks--public, metropolitan, commercial, and semi-private--all have programs and suggestions to make that can

add to these short trips. Trip possibilities include visits to state and county fairs, race tracks, rodeos, festivals, factories and museums. Marinas, historical landmarks, wineries, farmers markets, zoos and botanical gardens may all be within a few miles of home but are seldom, if ever, visited. Many of these attractions will provide literature, maps and other materials if you request it for your employee informational services rack. They will also be delighted to furnish a story and pictures for your employee newsletter or newspaper. And most important, for your effort in telling their story to your people, special discounts for your employees can be expected.

Community Honor Society of Your Company

Many companies have employees spending their free time on boards of various organizations, city councils and so on, giving their time as volunteers for numerous humanitarian interests. These folks should be honored for their efforts and abilities if by nothing more than an annual recognition banquet.

Family Forums

A series of family forums arranged either as dinner meetings or strictly as a lecture series may prove most interesting to your employees. Topics to consider include such things as home improvements, alcohol and drugs, entertaining tips, self-defense, rackets and ripoffs, how to get the most for your dollars, inflation information, causes and cures, truth in advertising and evaluating your total worth. Once a series of subjects is decided upon, the committee should seek community leaders, doctors, lawyers, bankers and teachers knowledgeable on the topics to lecture or discuss such information with the family forum group. A good group leader with master of ceremony skills can make these sessions more interesting and entertaining.

Help Preserve Our Wildlife

Encourage your people to subscribe to NATIONAL WILDLIFE MAGAZINE and also become a national associate member of the National Wildlife Federation, 1412 - 16th St. N.W., Washington, D.C. 20036. The dues and six beautiful issues of NATIONAL WILDLIFE MAGAZINE are only \$8.50 a year. An excellent youth magazine, RANGER RICK'S NATURE MAGAZINE subscription for twelve months and a youth membership in the Federation costs only \$8.00. All sportsmen's, rod and gun, or conservation special interest club members would especially enjoy these publications and the affiliated membership included.

Display the Stars and Stripes

We should all pay more attention to displaying our flag more often and encouraging the principles for which it stands. However, there are always questions as to the manner in which it is to be displayed. Here are a few basic rules that should be followed:

1. The flag should be displayed from dawn to dusk only; not left to stand overnight, even when lighted.
2. The blue field must always be at the top. When hung on a wall, the stars must always be to the observer's left.
3. When displayed with other flags, the U.S. flag must be in the center and at the highest point.
4. When flown from the same halyard with other flags, the U.S. flag is hoisted first and lowered last.
5. When displayed with a flag of another nation on a platform, both flags are flown from separate staffs of the same height. The U.S. flag should be to the speaker's right or the observer's left.
6. The flag should never be dipped to honor anyone or anything.
7. A U.S. flag patch or pin on a garment should be worn on the left lapel near the heart.
8. At all gatherings of people, the flag should be displayed.

Encourage the displaying of our flag and offer employees/members the opportunity to purchase flags for home use at lower than retail price.

Chairpersons Program and Facilities Directory

One of the more difficult problems confronting chairpersons of organizations is the locating of suitable facilities for their activities. Unless someone on a committee is aware of a suitable location to hold a particular event, there seems to be no easy source of information available, other than going through a phone-book and calling one place after another. A local directory of such locations listing size, kinds of services furnished, equipment available and a rental price range would be greatly appreciated and used.

A listing of factories and business establishments providing group tours should be another section of the directory as well as a source of organizations and businesses that provide speakers, instructors, coaches, catering and suppliers of specialty items that would help committees in their programming. This is an ideal assignment for college interns working with a recreation staff, or it can be compiled by a small energetic committee. To keep the directory updated would require annual follow ups.

Once the initial work has been done, such follow ups would be relatively easy. Not only is such a directory of help to the planning committees of various activities but it can serve as reference for employees seeking places to hold family reunions, weddings, anniversaries, retirement parties and other family functions. For the activities directors that have limited recreational facilities, the directory would save considerable time and effort.

Boating Films Available for Loan, Rent or Sale

A directory issued by the National Marine Manufacturers Association lists more than 200 film and slide presentations that may be borrowed without charge, rented or purchased. Subjects covered include river exploring, boating instructions, underwater diving, water skiing, white water canoeing, sailing and fishing specials. Contact the National Marine Manufacturers Association, 401 North Michigan Ave., Chicago, IL 60611. Other sources for boating and water sports films may be obtained from the American Canoe Association Film Library, Visual Services, Special Services Bldg., University Park, PA 16802; Harper & Row Company, 2350 Virginia Ave., Hagerstown, MD 21740; Public Education Officer, U.S. Coast Guard Auxiliary, (419) 474-2492; State Departments of Natural Resources and various Red Cross Chapters.

Choruses and Dramatics

Industrial mixed choruses are most popular and the key to their success is the instructor. If the group is lucky to find an instructor that can inject dramatics into the musical presentations, the activity really blossoms. You will recall how much enthusiasm was aroused when as children we sang action songs and acted out the parts of each song. When the presentations are spiced up with humor, unexpected movements and color, many organizations will want to feature the group at their meetings.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

November 1980

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Services that Everyone Appreciates

Employee services covers a multitude of operations and benefits for the employees. Some of these services require considerable coordination while others are simple and inexpensive. A large number of the operations are what we term tie ins or cooperative services. Providing a tax consultant service at a reasonable fee to employees or a special reduced employee fee for child day care facilities at a local commercial agency are but two of many. Discount amusement park tickets either sold at the plant or office or a special park discount card issued are other methods. When the actual tickets are sold, a greater reduction in pricing over the coupon or discount card should prevail.

The opportunity to obtain licenses of various kinds at the plant location saves time and hassle for the employees and may well reduce absenteeism from the job. Local transportation bus and train schedules is only a matter of installing a service rack in the personnel area. Other such racks may provide reduced rates for vacation travel, hotels, motels, ski lodges, charter fishing boats and so on. The internal communications media, bulletin boards, newsletters and public address announcements are the means to reach all employees simultaneously. This information and promotion operation should be under the direction of the employee services administrator to obtain the best results and further credit management for the benefits offered. When developing an employee service for employees, contact NIRA for information and a list of NIRA companies providing services. NIRA member companies are most willing to pass on to other members their techniques in providing these services.

When the Interest Rate Benefits You

Everyone seems to understand dollar interest, interest on one's investments and the profit factor benefit. However, everyone doesn't understand the human interest factor in relation to similar benefits. It's a fundamental fact that the more interest you have in me the more I will reciprocate to you. Employers seeking miracle solutions to obtain greater employee cooperation and job interest have at their fingertips the ways and means to develop the family-at-work attitude. Only when an interest in the job, an appreciation for the job and an opportunity of not only to be seen but also to be heard exists will this interest pay dividends. We strongly advocate the formation of an employee/employer association for recreation, education, fellowship and services as one means of providing the human interest machinery that automatically pays dividends.

Rollin' Wheels

Four wheel power and jeeping clubs are involving a great number of young adults interested and investing in four wheel vehicles for competition, special tours and camping. The interest in this automotive hobby should alert dealers to the tremendous opportunities they have working with industrial recreation associations desiring to set up Four Wheeler Clubs and special events. Industrial recreation leaders might find this is one of the activities our younger set would prefer.

A Dinner Movie

With the cost of dining and entertainment continually increasing, the average family is looking for a bargain night out. If your facilities permit, the time is now quite right for offering a dinner-movie program. The dinner can be simple food, smaller portions, and low cost. The movie following the dinner can be any one of a variety of 16mm films available from a number of NIRA associate member film companies. These films are inexpensive to rent and are the best of recent and older movie productions. Such programs have met with great success and a great deal of appreciation.

When the meal is priced below restaurant prices and the movie below theatre ticket cost, chances are good you'll have a sell out. Start by offering such a program once a month, and without a doubt, it can become a weekly activity. A special committee or club group can be formed to select the films, arrange meals and manage the events. This is another recreational and educational activity of which many an employee would enjoy being a member. There are also possibilities of receiving a small profit that could be used to further enhance the program.

Make Note of This Harris Poll Survey Report

"In New York, more people go to the opera, theatre and museums than to all sports events combined." We believe there are large numbers of employees that would appreciate seeing more cultural activities included in the industrial recreation programming. If your city has an arts commission, contact them for assistance in offering cultural activity benefits.

Twelve Steps to Successful Organization Administration

1. Evaluate past performances and study the strengths and weaknesses to determine their impact upon the successes or failures encountered.
2. Generate new approaches but let past experiences serve as guidelines.
3. Consider repeating operations in a like manner if successful or reconstruct them to appear as a new look.
4. Involve many people, participants, supporters, staff, officers and well-wishers then create as many tasks, jobs and opportunities for these people as is possible.
5. Remain flexible. Take a more positive attitude toward new ideas, approaches and policies.
6. Work for simplification of procedures, methods and assignments.
7. Maintain a closely knit communicative link with all officers, chairpersons and committees.
8. Plan activities based upon the four common denominators of recreation--observation, simple movement, eating and drinking, chance or win.
9. All ideas, all philosophies and all involvements must be sold. Promotion and persuasion are necessary factors for successful operations.
10. Consider every organization and each assignment as a business experience and a learning opportunity then plan to operate accordingly.
11. Set long and short term goals to be accomplished but be sure each can be substantiated by sound management objectives.
12. Outline job requirements and purposes and build enthusiasm for accomplishment through training, recognition and rewards. .

We Like First Class

Like it or not the American Public still wants quality, comfort and luxury and is willing to pay the price. If economy, comfort and luxury can be packaged into one trip, there is sure to be one grand rush for the super duper deal that will resemble an after Christmas exchange counter sale. In planning recreational activities keep in mind that economy alone is not the total attraction. There are some activities, like some commodities that price becomes a secondary issue. Knowing whether price or luxury is the essential desire may well make the difference between the professional and amateur promoter or director.

Start a Mixed Chorus

No musical training is really essential for singing groups within industry or business, because the parts can usually be taught by rote until, with practice, the group develops greater reading ability. There are usually enough singers anyway who can read music to help expedite the learning of parts and serve as a "crutch" for those who have to depend upon hearing their parts rather than reading. For the company willing to make the effort, there awaits a rich harvest in employee participation, interest, fellowship and community goodwill.

The secret to its success and popularity lies within the qualified, understanding director or conductor, starting with the popular, breezy numbers that everyone enjoys singing and listening to. When a chorus becomes stifled, all work and no enjoyment because the conductor fails to see the employee participation objectives, it will disintegrate and no longer exist. Again, absolute perfection belongs to the few.

Training Sessions for Group Leaders

Employee association offices and also new employees of the recreation staff should be asked to enroll in group leadership training sessions. Such sessions could be conducted by the personnel department and employee services directors with the assistance of the company training director. The syllabus for the course should consist of methods and procedures to obtain and retain volunteers, how to delegate responsibilities, sharing credits and answering criticism, outlining performance requirements and methods of follow through, evaluating volunteers leadership and abilities, objectives and goals and methods of implementing them and reward and recognition techniques. The course should be considered as an annual project for a specified time with certificates awarded to those completing the training.

KEY NOTES

PROGRAMMING IDEAS FOR EMPLOYEE RECREATION AND SERVICES

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Cross-Country Skiing Most Popular

This winter more than six and a half million cross-country skiers will take to field, hills and dales. Less cost for equipment, lower participation cost, minimal expertise required and fewer serious skiing injuries contribute to its popularity. The cross-country skier doesn't need ski lifts, mountains or have to drive long distances to enjoy the sport. With increasing gasoline costs and fewer family budgeted recreation dollars available, simple low-cost winter activities are booming. Sleigh-rides, tobogganning, ice fishing, ice skating, ice boating, snowman building contests and winter photo hunts should be considered.

Family Ice Skating Parties Successful

A series of ice skating parties programmed for total family participation are very popular. A portion of a rink is roped off for beginners and little folks with instructors directing the activity. Rink volunteer guards and committees enforce safety rules and arrange a program for a variety of five-minute skating activities accompanied by recorded or live organ music. Members of the family or friends not skating may be admitted free as spectators. Public skating rinks are rented on a contractual three or four month, once-a-week, or every two week basis during certain hours.

The First Facility Requirement

More than any other essential recreational facility of an industrial recreation program is the meeting and recreating building or enclosed space. It should be large enough to accommodate 50% or more of the employment and have ample kitchen and serving areas. When designed properly, the facility can accommodate 60% of the industrial recreational requirements that serve the greater number of employees and their families.

Individual Programming Within the Group

By far the greater number of individual programs, the larger participation. Group travel is great but individual travel opportunities are better. More people pick and choose the places and times of offers that they can afford. More participation is prevalent at one-time events that those normally regimented or of a tightly scheduled nature. When a "Good Anytime" ticket for an amusement park is sold, more tickets are bought. When a motel offers a special rate for employees available at the individual's choice of dates, far more business is generated than through a once a year group involvement.

Disney World's Magic Kingdom Club and Sea World's Dolphin Club are examples of group involvement on an individual basis plan. A greater number of the employee service benefits offered are provided to individual employees on request. Many employees are including their families and friends in their leisure-time activities. They prefer the country or private club invitational arrangement that provides the individual attention and also stimulates his or her ego; a very important human nature requirement.

Demand for Instructors

A good many leisure time activities are not programmed due to a lack of qualified instructors that are required to introduce such programs. The administrator of the employee activities cannot be spending his or her time coaching or instructing. Neither do we feel an administrator can excel in enough activities to be considered an instructor. When taking on this role, they usually do not perform satisfactorily in the administrative area, because of attention and time given to any one activity. We consider the instructors, coaches, umpires, therapists and so on to be technicians or specialists and should be hired as part of the employee services staff or contracted per season or activity.

One activity area that may suffer the most for lack of instruction is music. Choral groups, bands, orchestras and musicals are easily formed in industry. The problem is finding instructors, and when found, they often cannot meet the time schedules of the working groups. Crafts and hobbies are other areas of great employee interest, and again instructors are difficult to find. This forces the programmer to use volunteers that may not be good instructors or have had enough experience to keep the group functioning. Different forms of card, dice and board games are on the increase, possibly due to more stay-at-home activities. Instructors for backgammon, euchre, pinochle, parchessi, chess, bunko and rummy could be individuals that would also form special interest club groups.

Smooth Operations

Smooth operations are not accidental but well planned and often rehearsed operation procedures. Late starts, jam ups, difficulty being seated, poor ventilation, poor sound, inadequate service, insufficient help, inadequate lighting, questionable facilities, lack of sufficient food or refreshments, oversell and absence of safety precautions are situations that the director must strive to avoid and correct immediately when they do occur. Every activity is a show place of how well the programs are administered. With volunteer leadership, the task in giving instruction, guidance or direction is more difficult. Some volunteer leaders are not always the most cooperative nor are they willing learners. Therefore, the director must have considerable patience and use every psychological tack possible to achieve satisfactory results. Although faux pas and errors are learning experiences, some situations cannot afford this method of education. Like all forms of management, the success or failures are a reflection of the administrative ability of the director or top management.

Preparation for Retirees to Keep Active

Inviting employees to join the company retiree club six months prior to retirement helps acquaint them with the retired members of their company. It also gives them the opportunity to gain advice and direction from the group. It certainly dispels the imaginary fears and dislikes if any for retiring. Many persons engaged in a busy contact work situation just can't stop being productive. There are many agencies looking for just these kinds of people. In addition to a list of local agencies desiring paid and volunteer help, these national sources may be contacted:

Foster Grandparents Program
806 Connecticut Ave., N.W.
Washington, D.C. 20525

The R.S.V.P. Action Program
806 Connecticut Ave., N.W.
Washington, D.C. 20525

The Action Peace Corps
Room P-307
Washington, D.C. 20525

The Service Corps of Retired Executives (S.C.O.R.E.)
Small Business Administration
1441 L Street, N.W.
Washington, D.C. 20416

The National Programs Employment
and Training Administration
U.S. Department of Labor
601 D Street, N.W. Room 6402
Washington, D.C. 20213
Attention: Title V

Other self-starting business opportunities to keep retirees productive are such jobs as housesitting, visiting with invalids, part-time employment with a security or errand service and serving as attendants, ticket sellers and extra help for sports events, civic attractions, theatres and company functions. The hired hand program listing of talented and skilled retirees willing to be hired on a part-time basis or per job is helpful. Providing a means for any business in the community to advertise in the retiree newsletter for extra and part-time help adds to the services offered. Contacting associations and civic groups that may need advisors, auditors, directors, promotion managers or occasional office or routine labor assignments may prove beneficial to both the organization and the retiree.

More Toward Smaller Operations, More Plants

Many industries are spreading their manufacturing and assembly plants throughout the country. The high cost of transportation plus advantages of being closer to each market area plays a major part in these moves. Fewer large plants will be built in the future. Advanced technology and automation further reduce the number of personnel required for production. Therefore, these trends will have a decisive effect upon employee services and industrial recreation programs. Plants with fewer employees may not justify a full-time employee services director. In order to provide some of the many services and activities requires other personnel staff people to assume more duties. Greater use of volunteers from the work force and possibly part-time contracted assistance not as an employee will be required if the program is to have any chance of success. Corporate employee services directives are most essential when these conditions exist. At the corporate level, there should be an experienced director to assist the plants in planning for and coordinating these services.

A Full-Time Employee Services Manager is a Must

A full-time employee services manager is as important to the company as is a supervisor in any other department. Without continuous direction and guidance, the entire program falters and eventually disintegrates. It is a loss of investment on the part of management to furnish recreation and employee services without professional supervision. It is worse when management neither sets objectives and goals and then has no one qualified to obtain them. We must know why we perform, how to perform and what goals to reach. After all, that is the requirement of all business and industry for whatever they produce or sell.